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Active additive substances in absorbent articles, such as sanitary napkins, panty liners, tampons, incontinence protectors and diapers, often have limited durability, and have been found to lose their properties and their activity when handled unfavourably. Thus, it is important to be able to determine the activity status of the active additive substance when the absorbent article is used and handled. An absorbent article includes at least one active additive substance and also includes a visual indicator which gives an indication of the activity status of the active additive substance.